

## Audience Analysis for Print Media in South Sudan 2016

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The survey was conducted in Juba-South Sudan with the intention to find out problems being faced with the print in the country as getting along the addresses after coming out with clear analysis.

The survey is a small scale targeting twenty five vendors and twenty five other from the readership. To go about the topic mentioned above I have chosen the print/ Newspaper industry to evaluate its audience or cases of a print readership, and to get the right analysis I don't have to single out my subject [or name a newspaper e.g. Juba Monitor amongst others] so it is worth asking general questions inclusive of all the other newspapers to be able to identify weaknesses, threats, strength, opportunities, and possible ways of improvement to enable for mapping the better future plan for the business thereof.

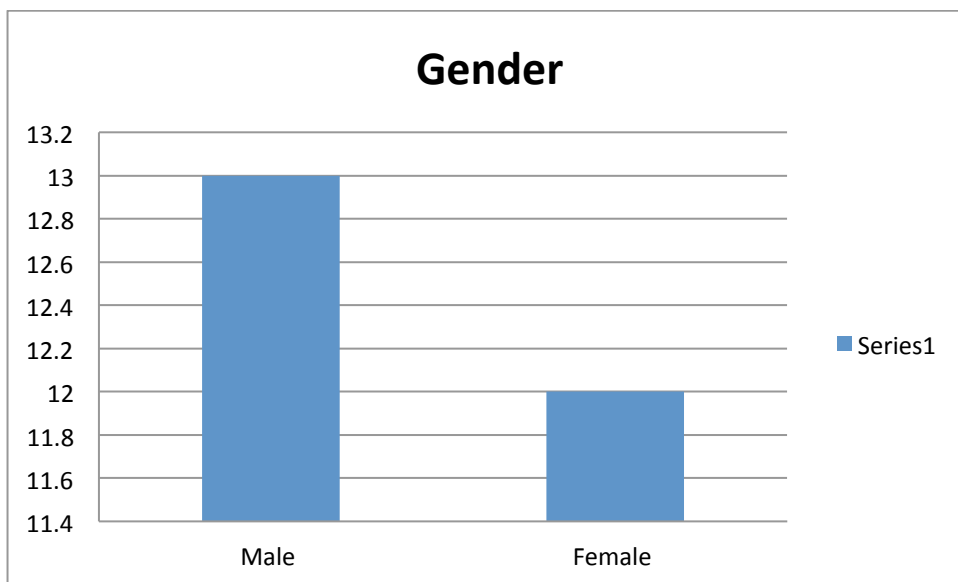
The survey goes as targeting asking specialized questions to two groups: End-users [readership or customers] and Vendors.

### Customer General Market Survey In Newspaper's Industry

#### 1. Are you:

Male

Female



#### 2. What is your age?

18-24

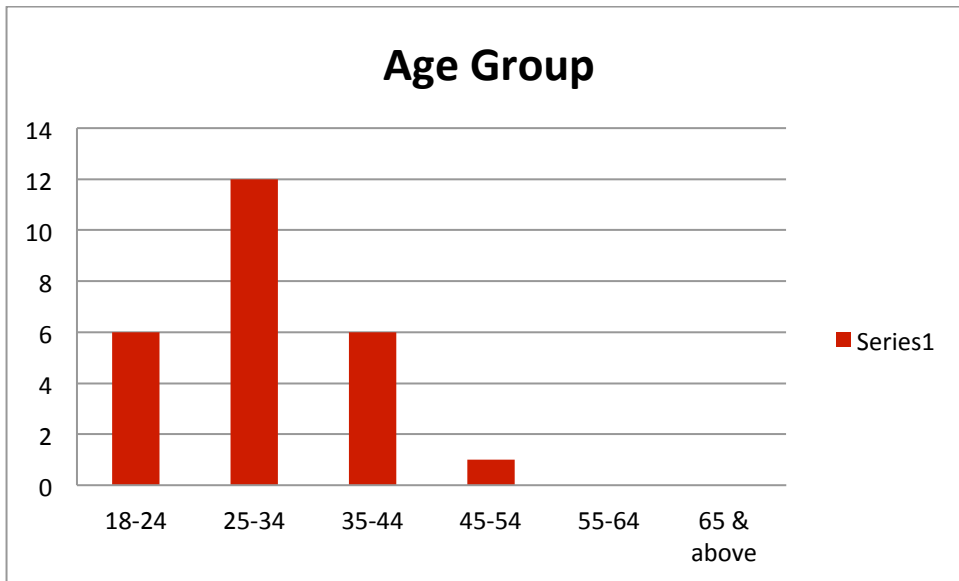
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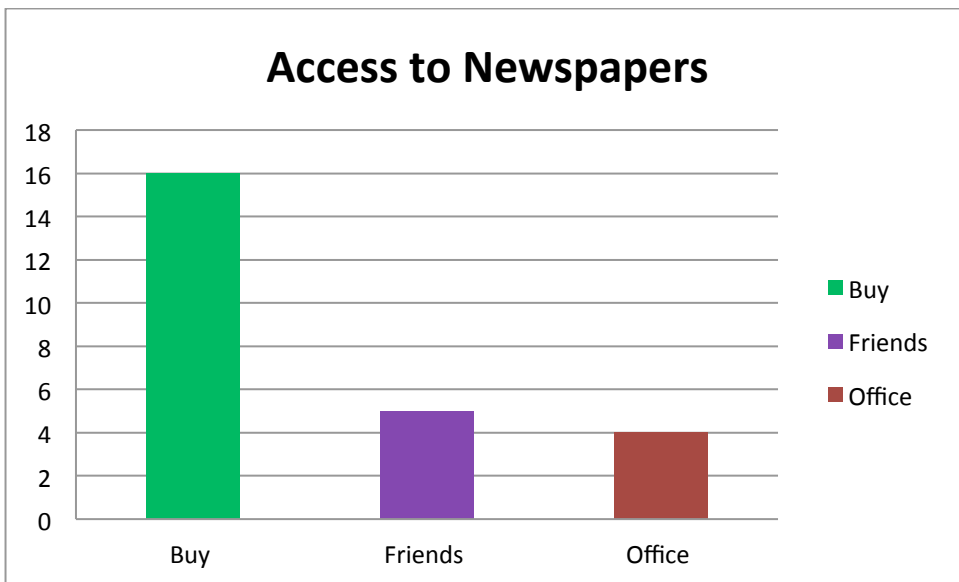
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55-64

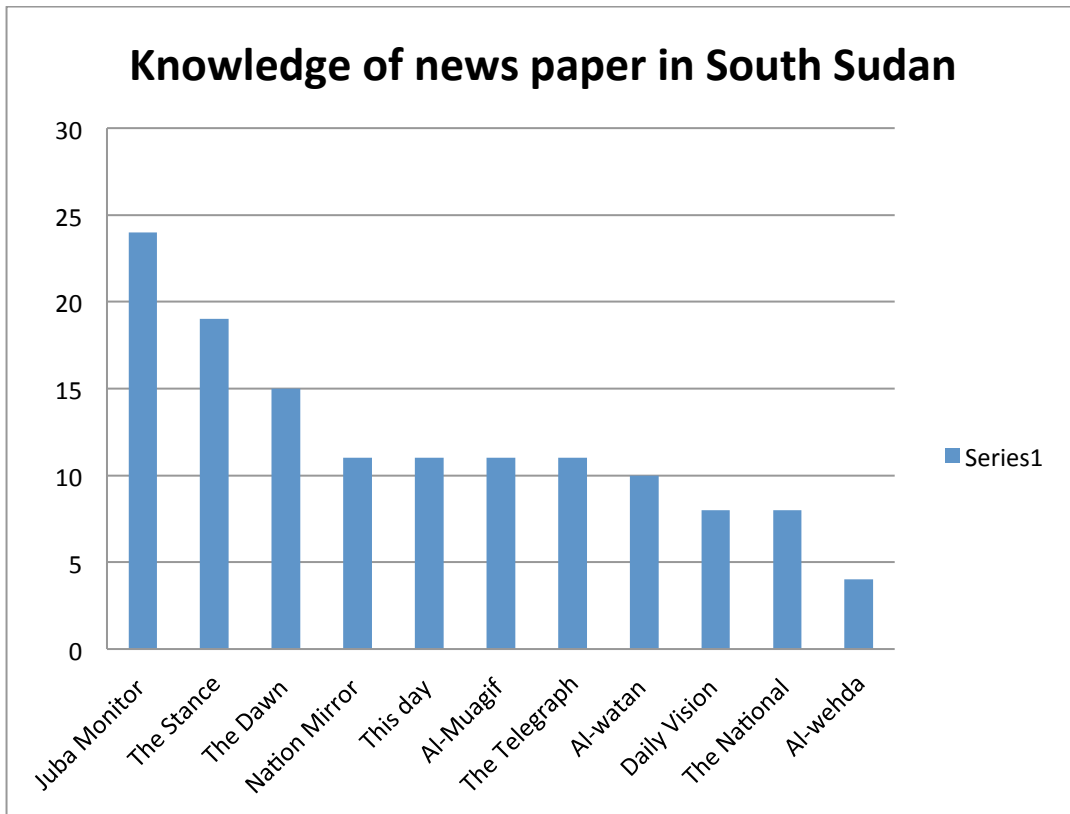
65 or over



**3. Do you have any access to Newspapers?**  
If YES how?



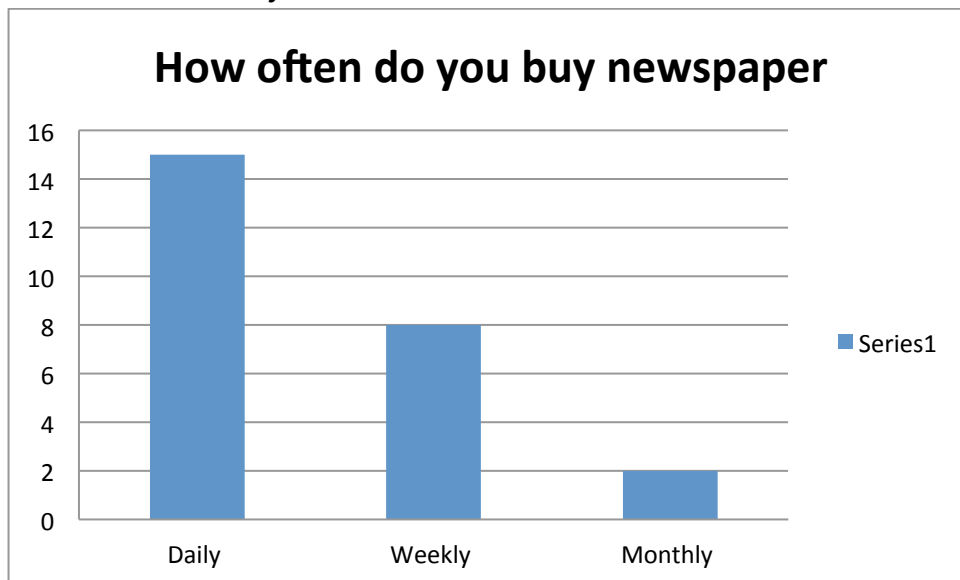
**4. How many newspapers do you know in South Sudan?**  
a. Can you please name them?



5. How often do you buy newspapers?

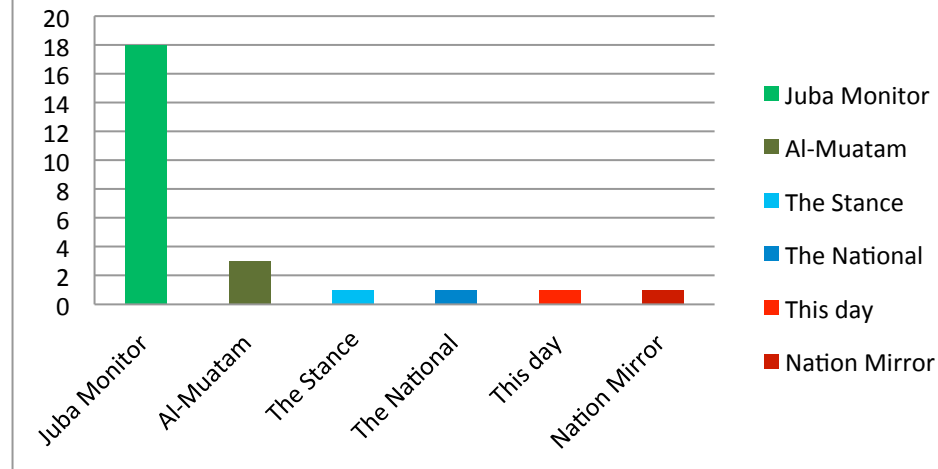
Daily     Weekly     Monthly     Other \_\_\_\_\_

Why?



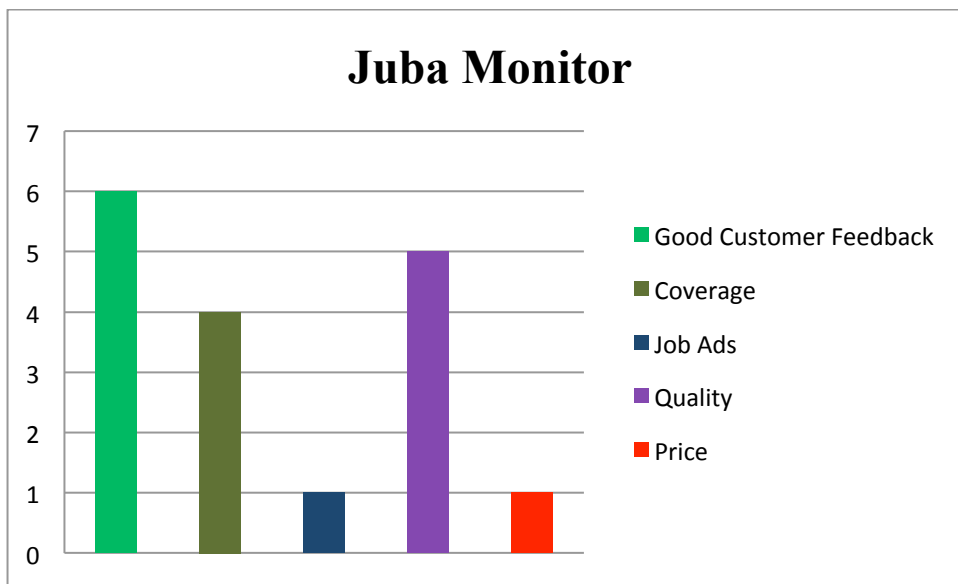
6. Which newspaper do you wish to advertise with?

## Customers /advertisement



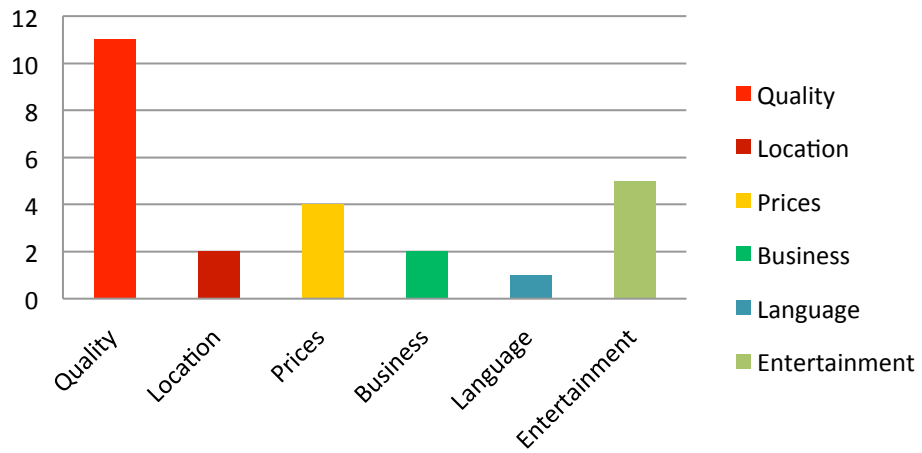
Why?

## Juba Monitor



7. What are some areas of improvement in the newspaper industry?

## Customer Areas of Improvement

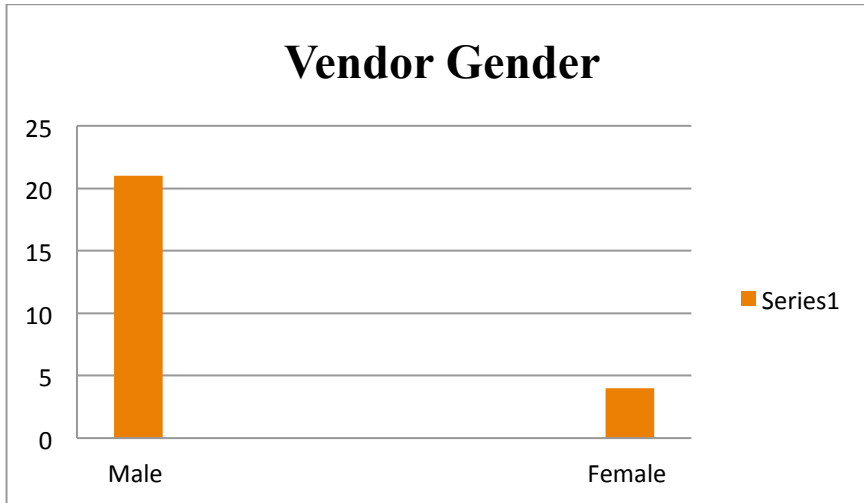


# Vendors General Market Survey In Newspaper's Industry

1. Are you:

Male

Female



2. What is your age?

18-24

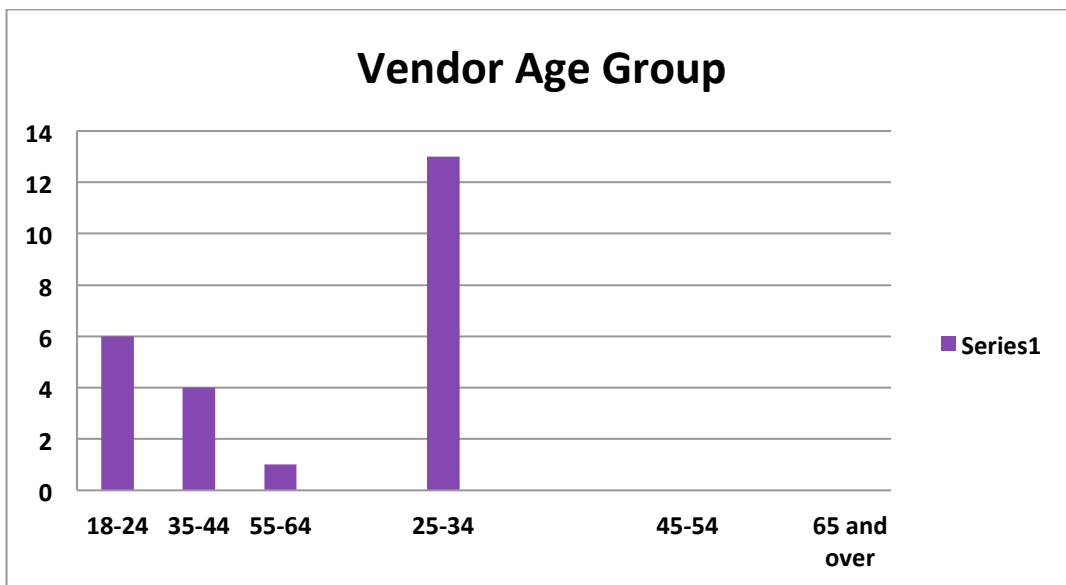
25-34

35-44

45-54

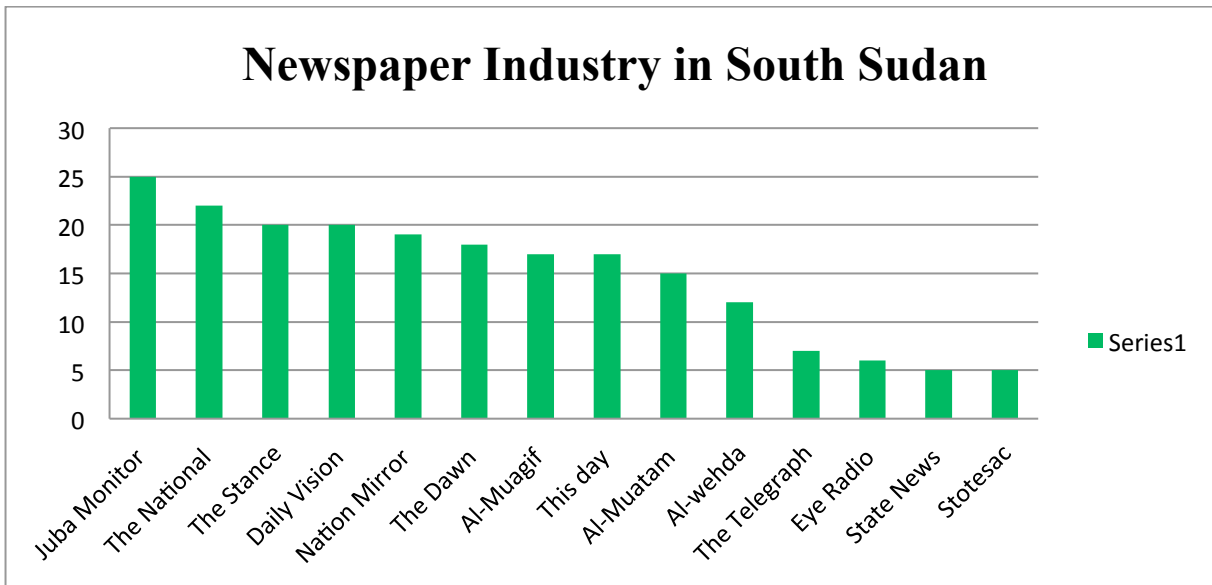
55-64

65 or over



3. How many newspapers do you know in South Sudan?

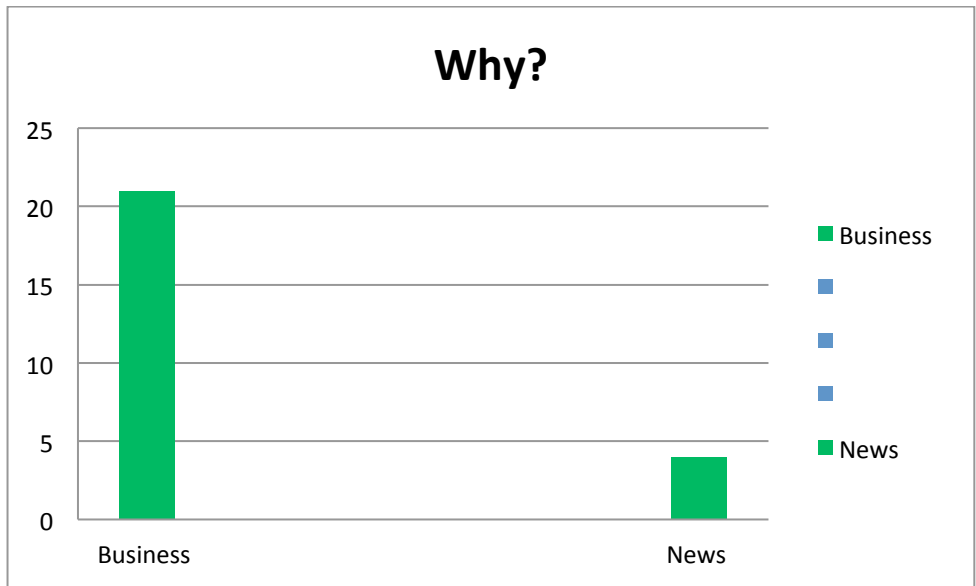
a. Can you please name them?



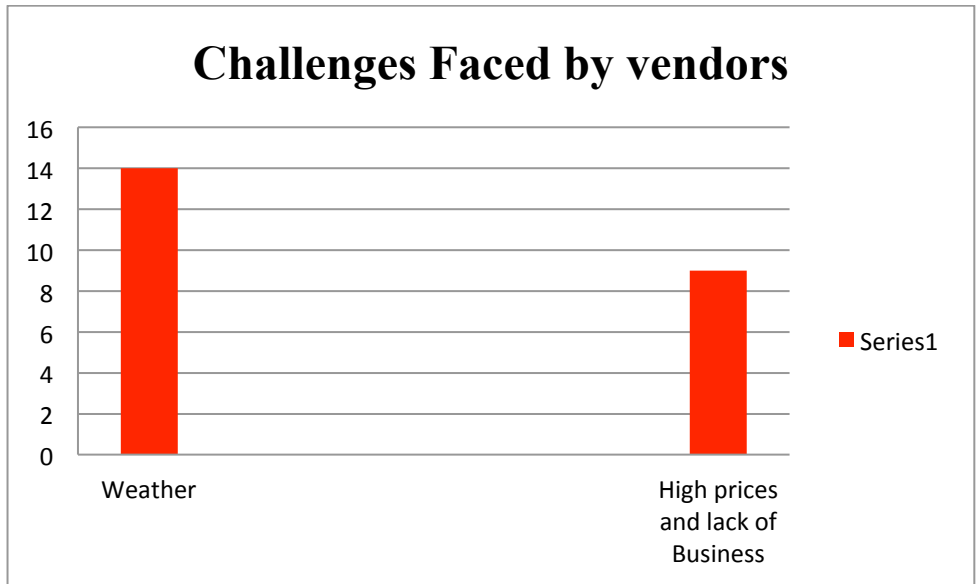
4. How often do you buy newspapers?

Daily     Weekly     Monthly     Other \_\_\_\_\_



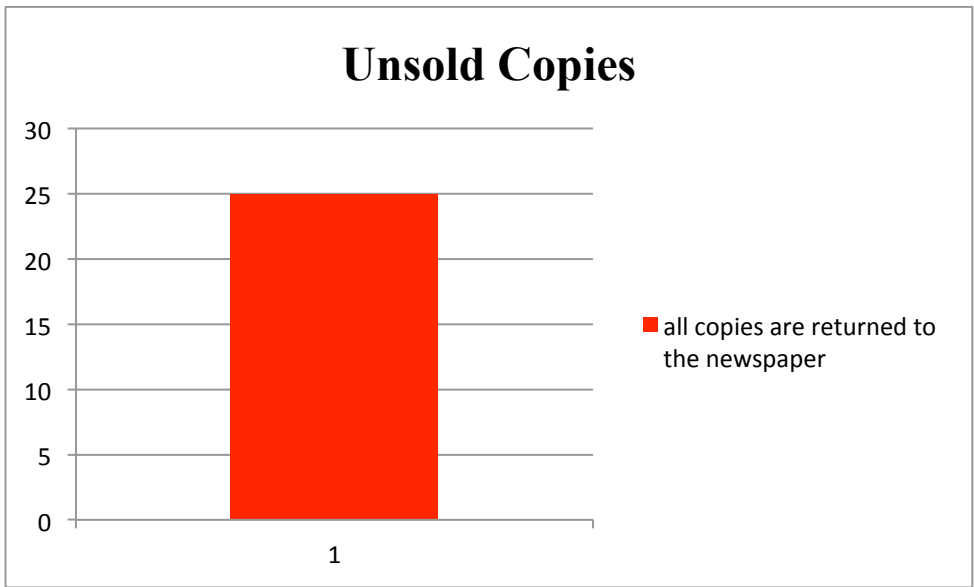


5. As vender what are some of the challenges you are facing in selling Newspapers?

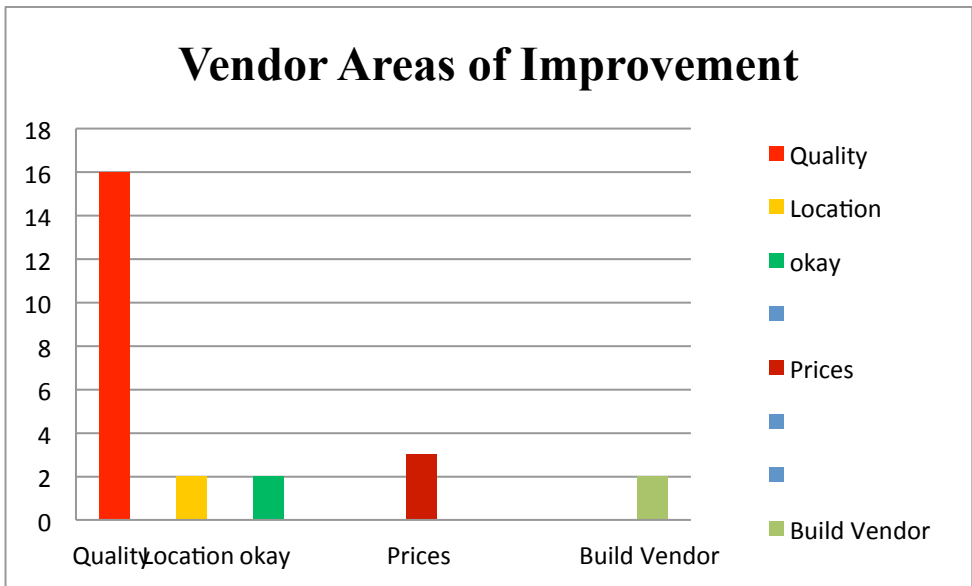


a. If you have not sold all the newspapers what do you do with the remained copies?





6. What are some areas of improvement in the newspaper industry?



After having this survey completed successfully, I am sure a media business entity can be able either conduct a bigger survey or use this same small scale survey to map for the betterment of a newspaper in the next one year while considering rise inflation on daily basis.

Having understood the results of the survey can amount to great business decision after having analyzed the situation critically.

### **Areas of improvement as provided by the survey**

- Quality
- entertainment
- Sale methods
- Pricing

### **Quality**

As raised by the readership, the newspaper undertakes hereby a task to maintain better quality throughout the year to satisfy its readership by reaching an accord with the printing press on what should be the quality print.

### **Entertainment**

In the survey the demography includes young people as the majority of the readership and has recommended us to put in the newspaper; entertainment page or stories.

### **Sale Methods**

As acknowledged and sound-fully noted by our vendors in the survey, there is a concern of lack of particular places or sale points where the newspaper is permanently sold. Newspapers can make consultations with the Juba city council in order to build permanent kiosks across juba city.

### **Pricing**

This is a great concern noted by both vendors and readership/customers but perhaps it's being controlled by the inflation vested mostly in the printing pricing and inflation as well as dollar exchange rating in the Country (South Sudan) so a solution is incommunicable.

### **Goals and expectations**

- ❖ By the end of 2016 /early 2017 a serious newspaper must have conquered the print market.
- ❖ Sales improvement to above 80% [eight percent]
- ❖ Advertisement should improve beyond 90% [ninety percent]
- ❖ More appreciations from the readership is expected to increase
- ❖ These points amongst other goals

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